

# **PUBLIC FILE**

**KDND-FM  
Sundays, 6:00A-7:00A**

## **PUBLIC FILE**

*Host: Kat Maudru*

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
3. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
4. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
5. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
6. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
7. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
8. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
9. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: **Earth Day**  
Program: Public File  
Date: April 13, 2003  
Time: 6:30A-7:00A

Description: The Earth Day celebration promotes environmental education, empowerment, and calls to action. It serves as a reminder of how we live with the earth and each other. The worldwide momentum for sustainable living with the earth and each other continues. The theme for this year's celebration is "Sharing Space, Neighborhoods and Nature" which encompasses preserving open space, smart growth, clean energy, air, water, preserving endangered and threatened species, rivers, wetlands and vernal pools, transportation and more. An estimated 10,000 people are expected to participate. Humans are reshaping the earth by changing the climate, triggering extinctions of entire species, creating holes in the ozone layers, consuming beyond the world's capacity to replenish itself, and maintaining an arsenal of nuclear weapons capable of destroying the earth many times over. Earth Day has become a powerful reminder of the basic relationships we all share with the earth and of the steps we must take toward a healthy future for ourselves and generations to come.

Issue: **Counseling for Youth & Families**  
Program: Public File  
Date: April 20, 2003  
Time: 6:30A-7:00A

Description: Counselors at People Reaching Out assist youth and families in identifying difficulties and preventing or deterring drug and alcohol problems by providing information and educational materials. When specialized or professional services are appropriate, referrals are available. The program's educational community forums address personal growth, communication, parent/child relationships and substance abuse. Their Students Reaching Out program trains high school students to present prevention programs to 4<sup>th</sup> through 8<sup>th</sup> grade students in order to increase their conflict resolution, decision-making, and refusal skills in the areas of youth substance abuse and violence prevention. Mentors Reaching Out matches volunteer mentors from business and community organizations with at-risk high school students to encourage them in their academic, personal and career development.

Issue: **Money for Public Schools**  
Program: Public File  
Date: May 25, 2003  
Time: 6:30A-7:00A

Description: After hearing news stories about how California's current budget deficit has been and will be affecting local schools, several Applebee's franchisees chose to do something to help. Proceeds from their "Steak In Education" campaign benefits local elementary school districts because the guests believe that a good education starts at the earliest stages. Children need to have all of the necessary tools and resources when they are first starting out in school, when they are learning how to be good students. If a child does not learn and develop good study habits in elementary school, it will be much harder to develop them later. The fund raising campaign will benefit as many as 15 districts and thousands of individual students.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Educational Film Viewing / Non-Profit Fund Raising**  
Program: Public File  
Date: June 1, 2003  
Time: 6:00A-6:30A

Description: There are currently more than 220 Imax Theaters operating in 28 countries, with more than 160 films in the medium's film library. Both educational and entertaining, the films take views where they are unable to go: to explore the hidden secrets of natural wonders like the Grand Canyon, the inside of an atom to the magic of space. Educational partnership programs include the School Train, which includes a docent led tour of the Central Pacific Passenger Station in Old Sacramento and a viewing of the Imax film "Adventures in Wild California". Cinema Science combines the visual impact of an Imax film with the hands-on learning conducted by Mad Science. The California Trilogy includes a tour of the State Capitol, a visit to the California Golden State Museum and the Imax film Adventures in Wild California. Other educational films include Africa: The Serengeti, Mysteries of Egypt, Destiny in Space, Dolphins, and Journey into Amazing Caves. The Imax also offers fund raising opportunities for non-profit organizations.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

Issue: **State Parks**  
Program: Public File  
Date: April 6, 2003  
Time: 6:30A-7:00A

Description: The California State Parks Foundation supports a wide range of State Parks programs that maintain the majesty of our parklands while addressing the critical needs of our parks. Since their founding, they have provided over \$100 million for projects and educational programs. The initiatives have helped the parks acquire more land, create more trails, restore wildlife habitat, build visitor centers, construct interpretive displays and support family camping for under-served youth. The California State Parks make up the most diverse natural and cultural park system in the nation. There are over 1.3 million acres of land to hike or bike through, pristine coastline to surf, ghost towns to tour and ancient redwood groves to admire and treasure. Limited state funding and encroaching development threaten the future of state parks. Membership supports the foundation's grassroots lobbying, public education, and ongoing work with legislative bodies across the state.

Issue: **Homeland Security**  
Program: Public File  
Date: May 4, 2003  
Time: 6:30A-7:00A

Description: The National Guard exists in all 50 states. Guardsmen are civilians who serve their country, state and community on a part-time basis, usually one weekend each month and two weeks during the summer. The Guard has a unique dual mission that consists of both federal and state roles. The Governor can call the National Guard into action during local or statewide emergencies such as storms, fires, floods, earthquakes, civil disturbances, or other emergency situations. The President can activate the National Guard for federal missions as well. Guard units have been deployed to Bosnia and Kosovo for stabilization operations and units were deployed to the Middle East and other locations in the war on terrorism. Training ranges from real life exercises to high tech simulation training. Recent events in Iraq have demonstrated now more than ever the crucial role the National Guard plays when called upon by their nation during times of need.

Issue: **Elder Abuse**  
Program: Public File  
Date: May 18, 2003  
Time: 6:30A-7:00A

Description: Elder and dependent abuse is a serious and growing problem. More than 225,000 Californians become victims of elder and dependent adult abuse each year. Sadly, more than two thirds of abusers are family members. It is estimated that only one in five cases are reported. On a national level it is estimated that one in twenty elders will be abused in their lifetime. In response to this situation, AB 1819 was signed, authorizing the California Attorney General's Office to develop and implement a three year statewide public education campaign to prevent the abuse of elder and dependent adults. The campaign - Face It... It's A Crime is intended to educate Californians about the impact and prevalence of elder and dependent abuse, as well as provide them with information on how to recognize abuse, how to report abuse and what resources are available to the elder and dependent adult community and their families and care givers.

## ISSUES / PROGRAMS LIST

### GOVERNMENT (Cont'd)

Issue: **Public Safety**  
Program: Public File  
Date: May 18, 2003  
Time: 6:00A-6:30A

Description: In association with May being National Bicycle Safety Month, the California Department of Education, the American Plastics Council and the California Highway Patrol have announced the launch of the California's Children's Sports Awareness Campaign. Recently, California's bicycle helmet law was expanded to require children under 18 to wear helmets when they use skateboards, in-line skates, roller skates or scooters, making California's child-helmet law the strictest in the nation. Skateboard related injuries cause 50,000 emergency room visits nationwide annually. In all, more than 3.5 million children suffer sports and recreational injuries each year. The Play It Safe, No Gear, No Game campaign theme is designed to remind children and inform parents of California's new expanded helmet law.

Issue: **Prostate Health**  
Program: Public File  
Date: June 29, 2003  
Time: 6:00A-6:30A

Description: A Sacramento man dies from prostate cancer almost every week. More than 236 Sacramento men will be diagnosed with prostate cancer in 2003. The National Prostate Cancer Coalition is teaming up with retailers for the month of June to offer free prostate cancer screenings. The NPCC is the largest advocacy organization dedicated to ending the impact of prostate cancer on men, families and society. Its goals are to increase awareness by educating the public about the disease, outreach to at-risk communities by conducting free screenings. By partnering with top notch organizations representing high risk groups, the NCPP actively works with government officials to increase federal funding for prostate cancer. They reach out to at-risk and underserved communities by offering free, complete and confidential screenings.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: **Living With Fear / Relaxation Techniques / Martial Arts**  
Program: Public File  
Date: April 6, 2003  
Time: 6:00A-6:30A

Description: Tai Chi is one of three fighting arts classified as application of internal Kung Fu. This means that the art develops inner strength through paying attention to internal sensations and their causes. This is in contrast to developing muscular strength, toughening the outer body and learning set techniques. Central to Tai Chi is the development of "chi" the Chinese term for vital energy. Chi can be thought of as a form of internal energy that accompanies and makes possible all the activities of the body and the mind, such as digestion, blood circulation, movement and thought. Tai Chi is a slow motion, moving, meditative exercise for relaxation, health and self defense. When practiced properly one is less tired and less stressed at the end of a session than at the beginning. With the fear of war, Americans say they are more anxious than ever. Scientific research about how our brains and bodies process fear shows that techniques such as meditation, massage, Tai Chi, yoga and even laughter can change the chemical make up of the brain and ease anxiety and fear.

Issue: **Drug Addiction Treatment**  
Program: Public File  
Date: May 11, 2003  
Time: 6:30A-7:00A

Description: Narcotics Anonymous began in 1953 in Southern California when several addicts who were seeking recovery held their first meetings. The primary purpose was the same as it is today, to help suffering addicts find a solution that would help them get clean and recover from the disease of addiction. Since its beginnings, the fellowship has experienced a tremendous amount of growth. By 1987, there were over 10,000 NA meetings being held in 40 countries. Today, there are over 12,000 NA groups in over 43 countries. The NA message is that an addict can stop using, lose the desire to use and find a new way of life. The unique aspect of the program is their approach to the disease of addiction through one addict helping another. NA believes the problem is not the use of any specific drug or group of drugs. Their problem is the disease of addiction and the program is one of abstinence from all drugs.

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## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:** Skin Cancer / Prevention  
**Program:** Public File  
**Date:** June 1, 2003  
**Time:** 6:30A-7:00A

**Description:** Skin cancer is one of the most common, yet preventable, forms of cancer that exists today. There are two types of skin cancer. Non melanoma includes basal cell carcinoma and squamous cell carcinoma. Melanoma is much less common but far more serious. In 2003, it is estimated that more than 1 million people will be diagnosed with highly curable basal cell or squamous cell cancers, and 54,200 will be diagnosed with melanoma. Risk factors include unprotected and/or excessive exposure to ultraviolet radiation, a fair complexion, moles and a family history of skin cancer. Preventative measures include limiting or avoiding exposure to the sun during the midday hours, wearing a hat with a wide brim, wearing sun glasses, using a sunscreen with an SPF of 15 or higher, and protecting children from sun exposure. With early detection, basal and squamous cell cancers are highly curable. Melanoma is also curable when detected in its earliest stages and treated properly.

**Issue:** Water Safety  
**Program:** Public File  
**Date:** June 15, 2003  
**Time:** 6:00A-6:30A

**Description:** The Mission of the CSUS Aquatic Center is to provide high quality boating and safety programs through education, recreation and competition. Since 1981, the center has provided instruction. Most serious boating accidents involve motor boats. The center's Boating Safety course requires passing of the California Department of Boating & Waterways safety exam. All water courses – sailing, wind surfing, kayaking, canoeing, water skiing – include a rigorous safety, CPR and first aid class. The center has been involved with youth programs for over 18 years and is recognized as the benchmark for boating safety. Over 3,500 children and teens are served each year. A portion of the equipment is provided by the CDBW to enhance boating safety education.

**Issue:** AIDS/HIV Screening  
**Program:** Public File  
**Date:** June 15, 2003  
**Time:** 6:30A-7:00A

**Description:** There are approximately 1,380 people living with AIDS in the greater Sacramento area. It is estimated that there are an additional 1,980 people living in this region who are infected with HIV but have not yet progressed to AIDS. Approximately 2 out of 3 individuals who are infected with HIV do not know they have the virus and can infect others without knowing it. Women of childbearing are one of the fastest growing groups of those newly infected with HIV. Mother to child transmission accounts for 91% of all AIDS cases in US children and is 99% preventable. Transmission can occur during pregnancy at the time of delivery and during breast feeding. With optimal medical treatment for mother and child, the frequency of transmission can be reduced from 25% to less than 2%. National HIV Testing Day is June 27<sup>th</sup>.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

Issue: **Unique Therapy**  
Program: Public File  
Date: June 22, 2003  
Time: 6:00A-6:30A

Description: The Ride to Walk program seeks to enhance the lives of individuals with neurological disabilities in the Greater Sacramento area by using innovative recreational activities that are therapeutic in nature and are adapted to the individual's needs and disabilities. Disabilities served include Muscular Dystrophy, head trauma, autism, down syndrome, stroke, Cerebral Palsy, ADD, sensory processing challenges and adult stroke patients. 85% of children who participate in Ride to Walk show significant gains in independent locomotion and communications. References to the physical and emotional benefits of horseback riding date back to the 1600's.

Issue: **Prostate Health**  
Program: Public File  
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Description: A Sacramento man dies from prostate cancer almost every week. More than 236 Sacramento men will be diagnosed with prostate cancer in 2003. The National Prostate Cancer Coalition is teaming up with retailers for the month of June to offer free prostate cancer screenings. The NPCC is the largest advocacy organization dedicated to ending the impact of prostate cancer on men, families and society. Its goals are to increase awareness by educating the public about the disease, outreach to at-risk communities by conducting free screenings. By partnering with top notch organizations representing high risk groups, the NCPP actively works with government officials to increase federal funding for prostate cancer. They reach out to at-risk and underserved communities by offering free, complete and confidential screenings.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

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**Issue:** Drunk Driving Prevention  
**Program:** Public File  
**Date:** May 4, 2003  
**Time:** 6:00A-6:30A

**Description:** The Designated Drivers Association is the only group in the United States that offers a free designated driving service every Friday and Saturday night from 10:00pm until 2:00am all year around. Only those who are temporarily impaired by alcohol that have vehicles at hand are served. DDA has one goal: to protect roads and highways from the needless tragedy of accidents caused by drug and alcohol impairment, preventing death, injuries and the tremendous costs caused by driving while intoxicated or driving under the influence. DDA volunteers work in pairs. One volunteer drives the impaired person in his or her own vehicle and the other follows to drive their partner back. Other objectives include increasing public awareness of the dangers of driving while impaired, educating people about the positive choices they can make concerning drunk driving and establishing a scholarship fund to help children whose lives may have been affected by drunk drivers.

## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: **Water Safety**  
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## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING

Issue: **Balancing Work & Home Life**  
Program: Public File  
Date: April 20, 2003  
Time: 6:00A-6:30A

Description: A recent poll finds that 72% of working mothers would still work even if money weren't a factor. The guest's book is a result of several years of research and the contributions of working mothers across the country and around the world who try to balance the demand of work and motherhood. The author shares her own experience and that of more than 100 women, ranging from single mothers working overnight shifts to senior executives. She shares strategies to help women tackle challenges such as returning to work, developing strong family culture, finding a supportive employer, and not only surviving but thriving at work and at home with a healthy family life and meaningful career. The book offers advice such as finding top notch child care, stress-free ways to manage a household, and separating from your child without feeling guilty.

Issue: **Elder Abuse**  
Program: Public File  
Date: May 18, 2003  
Time: 6:30A-7:00A

Description: Elder and dependent abuse is a serious and growing problem. More than 225,000 Californians become victims of elder and dependent adult abuse each year. Sadly, more than two thirds of abusers are family members. It is estimated that only one in five cases are reported. On a national level it is estimated that one in twenty elders will be abused in their lifetime. In response to this situation, AB 1819 was signed, authorizing the California Attorney General's Office to develop and implement a three year statewide public education campaign to prevent the abuse of elder and dependent adults. The campaign - Face It... It's A Crime is intended to educate Californians about the impact and prevalence of elder and dependent abuse, as well as provide them with information on how to recognize abuse, how to report abuse and what resources are available to the elder and dependent adult community and their families and care givers.

Issue: **Unexpected Pregnancy**  
Program: Public File  
Date: May 25, 2003  
Time: 6:00A-6:30A

Description: The Sacramento Life Center is a non-profit organization providing information, support and resources that enable women to choose life for their unborn children and help men and women heal their heartaches after an abortion. The center, in partnership with donors and volunteers is committed to touching the lives of women facing the fear or knowledge of an unexpected pregnancy. Services include a crisis pregnancy hotline, a licensed medical clinic, personalized individual counseling and emotional support, referrals for medical, housing and financial needs, peer group support for pregnant women, community education and pregnancy prevention programs, and healing and support programs for women, men and other family members suffering from the pain of past abortions. Volunteers staff the hotline, speak to interested groups, plan and/or work on fund raising events and work in clerical positions.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING (Cont'd)**

Issue: **AIDS/HIV Screening**  
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Date: June 15, 2003  
Time: 6:30A-7:00A

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Issue: **Low Income Housing Assistance**  
Program: Public File  
Date: June 29, 2003  
Time: 6:30A-7:00A

Description: Community Resource Project, Inc. seeks to improve life and educational opportunities for people in need through housing, health and education. For many people on limited incomes, making ends meet becomes more difficult with each passing year. CRP strives to alleviate these struggles by providing services that assist families to move from dependency to self sufficiency. CRP has helped over 12,000 local low income families through services such as classroom training, Medi-Cal for children and healthy families, WIC (Women Infant & Children) nutrition, summer youth employment, student internships, employment training, rehabilitation, energy conservation, home weatherization programs, home lead abatement program and an energy assistance program. CRP's clients are senior citizens on fixed incomes, the unemployed, single-parent households, pregnant women, young children and other low-income residents.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: **Drunk Driving Prevention**  
Program: Public File  
Date: May 4, 2003  
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Description: The Designated Drivers Association is the only group in the United States that offers a free designated driving service every Friday and Saturday night from 10:0pm until 2:00am all year around. Only those who are temporarily impaired by alcohol that have vehicles at hand are served. DDA has one goal: to protect roads and highways from the needless tragedy of accidents caused by drug and alcohol impairment, preventing death, injuries and the tremendous costs caused by driving while intoxicated or driving under the influence. DDA volunteers work in pairs. One volunteer drives the impaired person in his or her own vehicle and the other follows to drive their partner back. Other objectives include increasing public awareness of the dangers of driving while impaired, educating people about the positive choices they can make concerning drunk driving and establishing a scholarship fund to help children whose lives may have been affected by drunk drivers.

Issue: **Neighborhood Crime Prevention**  
Program: Public File  
Date: May 11, 2003  
Time: 6:00A-6:30A

Description: The business owners and property owners on Stockton Boulevard are taking back the boulevards from the criminal elements. The Stockton Boulevard Partnership includes 250 businesses and surrounding residential neighborhoods working to transform the area into a competitive, thriving and attractive business district. Goals focus on security, image and advocacy. Long-term strategies focus on unique programs that have met with wide success across the country, including security bike patrols, community crime watch zones, loitering and trespassing signage, enhanced lighting, prostitution arrest sweeps, elimination of pay phones in "stroll" areas, providing disposable cameras to business owners and residents, "John" school and web posting of prostitutes and "Johns". Visible improvements to the area have already begun, including street scape improvements such as adding sidewalks, curbs and gutters as well as landscaped medians. The program will be funded with annual fees raised among businesses and property owners along the Stockton Boulevard strip as well as state and city grants.

Issue: **Drug Addiction Treatment**  
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## ISSUES / PROGRAMS LIST

### DRUG ABUSE

Issue: **Counseling for Youth & Families**  
Program: Public File  
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Description: Counselors at People Reaching Out assist youth and families in identifying difficulties and preventing or deterring drug and alcohol problems by providing information and educational materials. When specialized or professional services are appropriate, referrals are available. The program's educational community forums address personal growth, communication, parent/child relationships and substance abuse. Their Students Reaching Out program trains high school students to present prevention programs to 4<sup>th</sup> through 8<sup>th</sup> grade students in order to increase their conflict resolution, decision-making, and refusal skills in the areas of youth substance abuse and violence prevention. Mentors Reaching Out matches volunteer mentors from business and community organizations with at-risk high school students to encourage them in their academic, personal and career development.

Issue: **Helping the Homeless**  
Program: Public File  
Date: April 27, 2003  
Time: 6:30A-7:00A

Description: Placer Care Coalition is comprised of local community members offering hope to those in need. They were originally formed to raise funds for four agencies... Lazarus Project, Roseville Homestart, St. Vincent de Paul, and What Would Jesus Do?. Their goals are to raise funds for these agencies so they may better provide for their clients. In addition, the Placer Care Coalition seeks to bring needed health care into the greater Roseville area for the needy and working poor. Roseville Homestart provides hope to homeless families with children, assisting them in putting their lives back together in a drug and alcohol free environment. Lazarus Project is a community based transitional housing program for single adults. St. Vincent de Paul offers a wide variety of assistance to the working poor and the homeless. What Would Jesus Do is an organization that reaches out to the homeless everyday. The Placer Care Coalition seeks to build relationships and encourage participation from the city, county, business people and residents.

Issue: **Drunk Driving Prevention**  
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Issue: **Neighborhood Crime Prevention**  
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Description: The business owners and property owners on Stockton Boulevard are taking back the boulevards from the criminal elements. The Stockton Boulevard Partnership includes 250 businesses and surrounding residential neighborhoods working to transform the area into a competitive, thriving and attractive business district. Goals focus on security, image and advocacy. Long-term strategies focus on unique programs that have met with wide success across the country, including security bike patrols, community crime watch zones, loitering and trespassing signage, enhanced lighting, prostitution arrest sweeps, elimination of pay phones in "stroll" areas, providing disposable cameras to business owners and residents, "John" school and web posting of prostitutes and "Johns". Visible improvements to the area have already begun, including street scape improvements such as adding sidewalks, curbs and gutters as well as landscaped medians. The program will be funded with annual fees raised among businesses and property owners along the Stockton Boulevard strip as well as state and city grants.

Issue: **Drug Addiction Treatment**  
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Date: May 11, 2003  
Time: 6:30A-7:00A

Description: Narcotics Anonymous began in 1953 in Southern California when several addicts who were seeking recovery held their first meetings. The primary purpose was the same as it is today, to help suffering addicts find a solution that would help them get clean and recover from the disease of addiction. Since its beginnings, the fellowship has experienced a tremendous amount of growth. By 1987, there were over 10,000 NA meetings being held in 40 countries. Today, there are over 12,000 NA groups in over 43 countries. The NA message is that an addict can stop using, lose the desire to use and find a new way of life. The unique aspect of the program is their approach to the disease of addiction through one addict helping another. NA believes the problem is not the use of any specific drug or group of drugs. Their problem is the disease of addiction and the program is one of abstinence from all drugs.

## ISSUES / PROGRAMS LIST

### HOUSING

Issue: **Helping the Homeless**  
Program: Public File  
Date: April 27, 2003  
Time: 6:30A-7:00A

Description: Placer Care Coalition is comprised of local community members offering hope to those in need. They were originally formed to raise funds for four agencies... Lazarus Project, Roseville Homestart, St. Vincent de Paul, and What Would Jesus Do?. Their goals are to raise funds for these agencies so they may better provide for their clients. In addition, the Placer Care Coalition seeks to bring needed health care into the greater Roseville area for the needy and working poor. Roseville Homestart provides hope to homeless families with children, assisting them in putting their lives back together in a drug and alcohol free environment. Lazarus Project is a community based transitional housing program for single adults. St. Vincent de Paul offers a wide variety of assistance to the working poor and the homeless. What Would Jesus Do is an organization that reaches out to the homeless everyday. The Placer Care Coalition seeks to build relationships and encourage participation from the city, county, business people and residents.

Issue: **Low Income Housing Assistance**  
Program: Public File  
Date: June 29, 2003  
Time: 6:30A-7:00A

Description: Community Resource Project, Inc. seeks to improve life and educational opportunities for people in need through housing, health and education. For many people on limited incomes, making ends meet becomes more difficult with each passing year. CRP strives to alleviate these struggles by providing services that assist families to move from dependency to self sufficiency. CRP has helped over 12,000 local low income families through services such as classroom training, Medi-Cal for children and healthy families, WIC (Women Infant & Children) nutrition, summer youth employment, student internships, employment training, rehabilitation, energy conservation, home weatherization programs, home lead abatement program and an energy assistance program. CRP's clients are senior citizens on fixed incomes, the unemployed, single-parent households, pregnant women, young children and other low-income residents.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: **Annual Roseville Strawberry Festival**  
Program: Public File  
Date: April 13, 2003  
Time: 6:00A-6:30A

Description: Since 1991, the festival has been a way to showcase Roseville and bring the community together. Over the years, tens of thousands of dollars have been raised for community groups. Last year, over \$42,000 was raised for local, non-profit organizations. Through all the change and growth over the festival's years, a commitment to helping community groups has remained consistent. Some groups participate in the festival as a way to raise funds to support their work. Others are interested in reaching out to let their neighbors know what they are doing. This year, organizations benefiting from the Roseville Strawberry Festival proceeds include the Boy Scouts, the Roseville Historical Society, the Sheldon High School Cheerleaders, the Make-A-Wish Foundation, the Placer County Search & Rescue Mountain Rescue Team, the Elk's Lodge, Rocklin High School ROTC, and the Sacramento Sygnets.

Issue: **Earth Day**  
Program: Public File  
Date: April 13, 2003  
Time: 6:30A-7:00A

Description: The Earth Day celebration promotes environmental education, empowerment, and calls to action. It serves as a reminder of how we live with the earth and each other. The worldwide momentum for sustainable living with the earth and each other continues. The theme for this year's celebration is "Sharing Space, Neighborhoods and Nature" which encompasses preserving open space, smart growth, clean energy, air, water, preserving endangered and threatened species, rivers, wetlands and vernal pools, transportation and more. An estimated 10,000 people are expected to participate. Humans are reshaping the earth by changing the climate, triggering extinctions of entire species, creating holes in the ozone layers, consuming beyond the world's capacity to replenish itself, and maintaining an arsenal of nuclear weapons capable of destroying the earth many times over. Earth Day has become a powerful reminder of the basic relationships we all share with the earth and of the steps we must take toward a healthy future for ourselves and generations to come.

Issue: **Balancing Work & Home Life**  
Program: Public File  
Date: April 20, 2003  
Time: 6:00A-6:30A

Description: A recent poll finds that 72% of working mothers would still work even if money weren't a factor. The guest's book is a result of several years of research and the contributions of working mothers across the country and around the world who try to balance the demand of work and motherhood. The author shares her own experience and that of more than 100 women, ranging from single mothers working overnight shifts to senior executives. She shares strategies to help women tackle challenges such as returning to work, developing strong family culture, finding a supportive employer, and not only surviving but thriving at work and at home with a healthy family life and meaningful career. The book offers advice such as finding top notch child care, stress-free ways to manage a household, and separating from your child without feeling guilty.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Counseling for Youth & Families**  
Program: Public File  
Date: April 20, 2003  
Time: 6:30A-7:00A

Description: Counselors at People Reaching Out assist youth and families in identifying difficulties and preventing or deterring drug and alcohol problems by providing information and educational materials. When specialized or professional services are appropriate, referrals are available. The program's educational community forums address personal growth, communication, parent/child relationships and substance abuse. Their Students Reaching Out program trains high school students to present prevention programs to 4<sup>th</sup> through 8<sup>th</sup> grade students in order to increase their conflict resolution, decision-making, and refusal skills in the areas of youth substance abuse and violence prevention. Mentors Reaching Out matches volunteer mentors from business and community organizations with at-risk high school students to encourage them in their academic, personal and career development.

Issue: **Volunteerism**  
Program: Public File  
Date: April 27, 2003  
Time: 6:00A-6:30A

Description: Hands On Sacramento (HOS) seeks to engage people actively in their communities. Their mission is to improve the quality of life in the communities of the Sacramento region by providing flexible, diverse volunteer opportunities for people to work together and to help one another. HOS works in partnership with a variety of community-based organizations to match busy individuals, groups, families and businesses who want to get involved in their communities with high impact, short term volunteer projects. There is no minimum commitment and projects are planned during evenings and weekends to fit individual schedules. Hands On Sacramento Day brings volunteers from all over the community together for a full day of local volunteerism while raising funds that help non-profit agencies reach their missions and goals.

Issue: **Helping the Homeless**  
Program: Public File  
Date: April 27, 2003  
Time: 6:30A-7:00A

Description: Placer Care Coalition is comprised of local community members offering hope to those in need. They were originally formed to raise funds for four agencies... Lazarus Project, Roseville Homestart, St. Vincent de Paul, and What Would Jesus Do?. Their goals are to raise funds for these agencies so they may better provide for their clients. In addition, the Placer Care Coalition seeks to bring needed health care into the greater Roseville area for the needy and working poor. Roseville Homestart provides hope to homeless families with children, assisting them in putting their lives back together in a drug and alcohol free environment. Lazarus Project is a community based transitional housing program for single adults. St. Vincent de Paul offers a wide variety of assistance to the working poor and the homeless. What Would Jesus Do is an organization that reaches out to the homeless everyday. The Placer Care Coalition seeks to build relationships and encourage participation from the city, county, business people and residents.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** **Public Safety**  
**Program:** Public File  
**Date:** May 18, 2003  
**Time:** 6:00A-6:30A

**Description:** In association with May being National Bicycle Safety Month, the California Department of Education, the American Plastics Council and the California Highway Patrol have announced the launch of the California's Children's Sports Awareness Campaign. Recently, California's bicycle helmet law was expanded to require children under 18 to wear helmets when they use skateboards, in-line skates, roller skates or scooters, making California's child-helmet law the strictest in the nation. Skateboard related injuries cause 50,000 emergency room visits nationwide annually. In all, more than 3.5 million children suffer sports and recreational injuries each year. The Play It Safe, No Gear, No Game campaign theme is designed to remind children and inform parents of California's new expanded helmet law.

**Issue:** **Unexpected Pregnancy**  
**Program:** Public File  
**Date:** May 25, 2003  
**Time:** 6:00A-6:30A

**Description:** The Sacramento Life Center is a non-profit organization providing information, support and resources that enable women to choose life for their unborn children and help men and women heal their heartaches after an abortion. The center, in partnership with donors and volunteers is committed to touching the lives of women facing the fear or knowledge of an unexpected pregnancy. Services include a crisis pregnancy hotline, a licensed medical clinic, personalized individual counseling and emotional support, referrals for medical, housing and financial needs, peer group support for pregnant women, community education and pregnancy prevention programs, and healing and support programs for women, men and other family members suffering from the pain of past abortions. Volunteers staff the hotline, speak to interested groups, plan and/or work on fund raising events and work in clerical positions.

**Issue:** **Money for Public Schools**  
**Program:** Public File  
**Date:** May 25, 2003  
**Time:** 6:30A-7:00A

**Description:** After hearing news stories about how California's current budget deficit has been and will be affecting local schools, several Applebee's franchisees chose to do something to help. Proceeds from their "Steak In Education" campaign benefits local elementary school districts because the guests believe that a good education starts at the earliest stages. Children need to have all of the necessary tools and resources when they are first starting out in school, when they are learning how to be good students. If a child does not learn and develop good study habits in elementary school, it will be much harder to develop them later. The fund raising campaign will benefit as many as 15 districts and thousands of individual students.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Educational Film Viewing / Non-Profit Fund Raising**  
Program: Public File  
Date: June 1, 2003  
Time: 6:00A-6:30A

Description: There are currently more than 220 Imax Theaters operating in 28 countries, with more than 160 films in the medium's film library. Both educational and entertaining, the films take views where they are unable to go: to explore the hidden secrets of natural wonders like the Grand Canyon, the inside of an atom to the magic of space. Educational partnership programs include the School Train, which includes a docent led tour of the Central Pacific Passenger Station in Old Sacramento and a viewing of the Imax film "Adventures in Wild California". Cinema Science combines the visual impact of an Imax film with the hands-on learning conducted by Mad Science. The California Trilogy includes a tour of the State Capitol, a visit to the California Golden State Museum and the Imax film Adventures in Wild California. Other educational films include Africa: The Serengeti, Mysteries of Egypt, Destiny in Space, Dolphins, and Journey into Amazing Caves. The Imax also offers fund raising opportunities for non-profit organizations.

Issue: **Unique Therapy**  
Program: Public File  
Date: June 22, 2003  
Time: 6:00A-6:30A

Description: The Ride to Walk program seeks to enhance the lives of individuals with neurological disabilities in the Greater Sacramento area by using innovative recreational activities that are therapeutic in nature and are adapted to the individual's needs and disabilities. Disabilities served include Muscular Dystrophy, head trauma, autism, down syndrome, stroke, Cerebral Palsy, ADD, sensory processing challenges and adult stroke patients. 85% of children who participate in Ride to Walk show significant gains in independent locomotion and communications. References to the physical and emotional benefits of horseback riding date back to the 1600's.

Issue: **Low Income Housing Assistance**  
Program: Public File  
Date: June 29, 2003  
Time: 6:30A-7:00A

Description: Community Resource Project, Inc. seeks to improve life and educational opportunities for people in need through housing, health and education. For many people on limited incomes, making ends meet becomes more difficult with each passing year. CRP strives to alleviate these struggles by providing services that assist families to move from dependency to self sufficiency. CRP has helped over 12,000 local low income families through services such as classroom training, Medi-Cal for children and healthy families, WIC (Women Infant & Children) nutrition, summer youth employment, student internships, employment training, rehabilitation, energy conservation, home weatherization programs, home lead abatement program and an energy assistance program. CRP's clients are senior citizens on fixed incomes, the unemployed, single-parent households, pregnant women, young children and other low-income residents.

# **TO THE BEST OF OUR KNOWLEDGE**

**KDND-FM  
Sundays, 7:00A-8:00A**



### **Description**

*Host: Jim Fleming*

*Interviewers: Steve Paulson & Anne Strainchamps*

The show began as an audio magazine of ideas – two hours of smart, entertaining radio for people with curious minds. It's sort of journalistic, but it's never about the President's speech to the UN, weapons inspections in Iraq, or yesterday's stock market disaster. It's the kind of show that would spend an hour on the future of capitalism, or on the roots of Islamic fundamentalism. It might also spend an hour on hair. Or salt. Or pirates, road trips, psychic phenomena, house cleaning, animal intelligence, high energy physics, or how to say you're sorry.

Each show is given a theme – because it lets us produce the show as a radio salon. Inviting a diverse group of people with really different backgrounds to approach one subject can create a kind of depth and richness that seems beautiful to us. Our goal is to leave you at the end of each hour with a few thoughts or impressions to mull over. The way a poem can kind of reverberate, leaving you to connect the images and find your own meaning. That's how the theme format works.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
3. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
4. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
5. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
6. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
7. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
8. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
9. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: **Poetry of War – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: Alice Walker talks about some of the poems in her book *Absolute Trust In The Goodness Of The Earth*, inspired by the events of September 11<sup>th</sup>. And she reads some of those poems. She also reads the text of a children's book she's working on called *Why War Is Never A Good Idea*. Also, Andrew Carroll directs the Legacy Project, which is dedicated to preserving war-time correspondence. He also organized pocket-sized "Armed Services Editions" of several books and distributed them to American troops. Carroll talks about which books he chose and why, and explains the Pentagon's role in the selection process.

Issue: **Poetry of War – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: John Balaban performed alternative service in Vietnam during the war there. While helping children injured in the fighting, he grew to love the traditional sung poetry of rural Vietnam. He made field recordings, which we hear along with Balaban's translations. He's also the editor and translator of a book called *Ca Dao Vietnam: Vietnamese Folk Poetry*. Also, Harvey Shapiro is the editor of a collection called *Poets of World War II*. He was a gunner himself during the war. He reads several poems from his book and talks about the poets' experience.

Issue: **Poetry of War – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: Saadi Simawe spent six years in an Iraqi prison for publishing verse opposed to Saddam Hussein's Bath party. Now he's in exile and teaches at Grinnel College in Iowa. He's the editor of a book called *Iraqi Poetry Today*.

Issue: **Sign Language – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 4, 2003  
Time: 7:00A-8:00A

Description: "Architect Lisa Mahar is the author of *American Signs: For and Meaning on Route 66*. She talks about how the signs started out plain, but became grandiose neon monuments by the 1950's. Mahar says she prefers the class simple ones. Also, Bill Vossler is the author of *Burma-Shave: The Rhymes, The Signs, The Times*. He talks about where the classic rhyming signs came from, and reads several examples.

Issue: **Sign Language – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 4, 2003  
Time: 7:00A-8:00A

Description: Susan Burch teaches at Gallaudet University and is the author of *Signs of Resistance: American Deaf Cultural History 1900 – 1942*. She talks about the oralist movement which required the deaf to learn sign language and lip reading. Also, a study was conducted of the Darwin fish emblem some people slap on their cars. He tells us that it seems to have little to do with evolution but represents a rejection of fundamentalist Christianity.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Mountain Splendor – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 11, 2003  
Time: 7:00A-8:00A

Description: Peter Hillar and Jamling Norgay are the sons of the first men to reach the summit of Mt. Everest. Both men are climbers and have made a documentary film called "Surviving Everest" for National Geographic which details their own expedition up the mountain. Hillary and Nording talk about the mountain. And we hear clips from their film.

Issue: **Mountain Splendor – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: May 11, 2003  
Time: 7:00A-8:00A

Description: John Taliaferro is the author of *Great White Fathers: The Story of the Obsessive Quest to Create Mt. Rushmore*. Taliaferro tells us about Gutzon Borglum, the artist who designed the statues, and describes the impact of seeing this monument to democracy. Also, Mark Spragg grew up at Holm Lodge, the oldest dude ranch in Wyoming. He talks about growing up on horseback in the American mountain West. Spragg is the author of a memoir, *Where Rivers Change Direction* and a novel, *The Fruit of Stone*.

Issue: **Boys To Men – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 18, 2003  
Time: 7:00A-8:00A

Description: Jon Scieskza is the co-author of contemporary classics for Children such as *The Stinky Cheese Man* and *Other Fairly Stupid Tales*. His latest project is *Guys Read – a literacy project for boys*. Scieskza tells us that boys like to read funny stuff, not the books their female teachers loved as girls. His website is [guysread.com](http://guysread.com). Also, David Benjamin grew up in Tomah, Wisconsin in the 50's. Benjamin talks about those days and how adults left kids pretty much alone, but relied on a network of neighbors to keep tabs on things. Boys grew up playing baseball, and everybody got to play. Benjamin's memoir is called *The Life & Times of the Last Kid Picked*.

Issue: **Hip Hop – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 25, 2003  
Time: 7:00A-8:00A

Description: Is hip hop strictly for the under-30 crowd? Todd Boyd says it's a message of empowerment for Black Americans. He teaches Critical Studies at USC and is the author of *The New HNIC – the Death of Civil Rights and the Reign of Hip Hop*.

Issue: **Hip Hop – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 25, 2003  
Time: 7:00A-8:00A

Description: Who makes hip hop happen? Veronica Rueckert, a classically trained musician, wanted to find out. She took a crash course from DJ Puzzle (Jason Donnelly) and talked to Stephen Weber. He teaches music production at the Berkeley College of Music and he's the author of *Turntable Technique: the Art of the DJ*. Also, Tupac Shakur, the rapper who's called a great poet, political leader and prophet, and whose albums still top the charts years after his death. Craig Werner, Afro-American Studies professor at the UW-Madison talks about why Shakur is revered today. Werner's the author of *A Change is Gonna' Come: Music, Race and the Soul of America*.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

**Issue:** Philosophy from Socrates to Seinfeld – Segment 1  
**Program:** To The Best Of Our Knowledge  
**Date:** June 1, 2003  
**Time:** 7:00A-8:00A

**Description:** William Irwin talks about how philosophical questions echo throughout popular culture with several examples from Seinfeld and The Simpson's'. Irwin edited *Seinfeld and Philosophy: A Book about Everything and Nothing*, and *The Simpson's and Philosophy: The D'Oh! Of Homer*. Also Dave Edmonds talks about an incident in the life of philosopher Ludwig Wittgenstein and explains why Wittgenstein's views have been supplanted. Edmonds and John Eidinow wrote *Wittgenstein's Poker: The Story of a Ten Minute Argument between Two Great Philosophers*.

**Issue:** Philosophy from Socrates to Seinfeld – Segment 2  
**Program:** To The Best Of Our Knowledge  
**Date:** June 1, 2003  
**Time:** 7:00A-8:00A

**Description:** Christopher Phillips is the author of *Socrates Café: A Fresh Taste of Philosophy*. He talks about what happens at Socrates Café, and explains how he reveals the deep philosophical implications of everyday events. He remembers one session at a nursing home where the residents discussed the meaning of "home".

**Issue:** The Science of Discovery – Segment 1  
**Program:** To The Best Of Our Knowledge  
**Date:** June 22, 2003  
**Time:** 7:00A-8:00A

**Description:** Travel writer Bill Bryson has turned his attention to science. His new book is *A Short History of Nearly Everything*. Bryson talks with Jim Fleming about the personal stories of some of the people who made great scientific discoveries.

**Issue:** The Science of Discovery – Segment 2  
**Program:** To The Best Of Our Knowledge  
**Date:** June 22, 2003  
**Time:** 7:00A-8:00A

**Description:** Chemist Carl Djerassi has written many scientific books and papers. He's also published poetry, fiction and a play, *Oxygen*, which he co-wrote with Roald Hoffman. The play was performed by students at the University of Wisconsin, with a little help from the playwright. Carl talks with Steve Paulson about the play and why it's so important to scientists to get there first, and we hear excerpts from the play. Also, Jim Fleming talks with Marc Abrahams, founder of the Ig-Nobel Prizes. Abraham says who this year's winners are and that the purpose of the awards is to make people laugh, and then think.

**Issue:** The Science of Discovery – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** June 22, 2003  
**Time:** 7:00A-8:00A

**Description:** Joao Magueijo has been stirring things up in Physics with his book *Faster Than The Speed of Light*. He posits that the speed of light can vary. The idea contradicts Einstein but explains some paradoxes and anomalies in the universe. Magueijo tells Steve Paulson about the response to his idea. Also, Robert and Ellen Kaplan founded The Matt Circle, a school open to anyone of any age, that teaches enjoyment of mathematics. The Kaplans' new book is *The Art of the Infinite*.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

Issue: **Poetry of War – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: Alice Walker talks about some of the poems in her book *Absolute Trust In The Goodness Of The Earth*, inspired by the events of September 11<sup>th</sup>. And she reads some of those poems. She also reads the text of a children's book she's working on called *Why War Is Never A Good Idea*. Also, Andrew Carroll directs the Legacy Project, which is dedicated to preserving war-time correspondence. He also organized pocket-sized "Armed Services Editions" of several books and distributed them to American troops. Carroll talks about which books he chose and why, and explains the Pentagon's role in the selection process.

Issue: **Poetry of War – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: John Balaban performed alternative service in Vietnam during the war there. While helping children injured in the fighting, he grew to love the traditional sung poetry of rural Vietnam. He made field recordings, which we hear along with Balaban's translations. He's also the editor and translator of a book called *Ca Dao Vietnam: Vietnamese Folk Poetry*. Also, Harvey Shapiro is the editor of a collection called *Poets of World War II*. He was a gunner himself during the war. He reads several poems from his book and talks about the poets' experience.

Issue: **Now What? – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 20, 2003  
Time: 7:00A-8:00A

Description: Mohammed El-Nawawy is the author of *Al-Jazeera*, which tells the story of the Arab world's first independent television network. El-Nawawy tells Steve Paulson that Al Jazeera is attacked in the West for being biased in favor of the Arabs and in the Arab world for being too soft on the West. So, he figures they're probably doing a pretty good job. And, they maintain their independence in a region of state controlled media.

Issue: **Now What? – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 20, 2003  
Time: 7:00A-8:00A

Description: Yossi Halevi is a religious Israeli Jew. He went looking for common ground with his Muslim neighbors. He describes what happened in his book *At The Entrance To The Garden Of Eden*. Also, Eli Pariser is 22 years old, and the International Campaign Director of MoveOn.Org. He tells of what the Internet has done for the Global Peace Movement, and why he considers their work against the war in Iraq successful.

Issue: **Now What? – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: April 20, 2003  
Time: 7:00A-8:00A

Description: Kierar Mulvany is the co-creator of a humorous website dedicated to Mohammed Saeed al-Sahaf, the outrageous Iraqi Information Minister. He says that troops in the desert and war planners at the Pentagon love the site. Overnight, it became a huge success (4,000 hits per second) that they crashed several servers. Also, Joseph Kanon, author of *The Good German*... a novel about the American occupation of Berlin after WWII when American soldiers faced many of the same problems they're seeing now in Iraq.

## ISSUES / PROGRAMS LIST

### GOVERNMENT (Cont'd)

Issue: **Sign Language – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: May 4, 2003  
Time: 7:00A-8:00A

Description: Frederic Spotts is the author of *Hitler and Power of Aesthetics*. Spotts tells us that Hitler saw himself as a painter and was forever wounded by his failure to impress the artistic establishment. He became an orator almost by accident and dreamed of founding a great city to be the center of Aryan culture.

Issue: **Cuba – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: June 8, 2003  
Time: 7:00A-8:00A

Description: Journalist Ann Louise Bardach is the author of *Cuba Confidential: Love and Vengeance in Miami and Havana*. She talks about the recent arrest in scores of Cuban dissidents, explains how the U.S. embargo helps Castro, and points out the family connections between Fidel Castro and the leaders of the Cuban exile community in Miami. Also, Steve Paulson chats with Jim Fleming about his recent visit to Cuba. Steve was part of a delegation sponsored by the University of Wisconsin-Milwaukee's Institute of World Affairs. The group delivered humanitarian supplies to Milwaukee's sister city in Cuba. Steve describes his visit to Hamel Alley, the center of the Santeria tradition in Cuba, and we hear some on-site actuality.

Issue: **Revenge – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: June 29, 2003  
Time: 7:00A-8:00A

Description: Laura Blumenfeld's father was a tourist in Jerusalem when he was shot in the head. The shooter was a member of the PLO. He had lousy aim – his victim lived. But Blumenfeld never forgot that day. In fact, she vowed to find the man responsible and take revenge. She kept her word. Her book *Hope* recounts how she went to Jerusalem and sought out the family of the Palestinian man who shot her tourist father. And how she came to forgive the shooter. Also, William Ury directs the negotiation program at Harvard Law School. He tells Jim Fleming that South Africa's Truth and Reconciliation Commission could be a model for the Middle East. He says simply being able to talk about past oppression is a powerful healing tool.

## **ISSUES / PROGRAMS LIST**

### **HEALTH**

**Issue:** Philosophy from Socrates to Seinfeld – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** June 1, 2003  
**Time:** 7:00A-8:00A

**Description:** Philosopher Susan Brison faced a personal and professional crisis after she was attacked and raped in France. She talks about how traditional philosophy failed to comfort her and how hard it was to have her experience as a woman taken seriously in her field. Brison's book is Aftermath: Violence and the Remaking of A Self. Also, philosopher John Searle talks about the most exciting problem in modern philosophy: explaining human consciousness. Searle says the barrier between philosophers and neurobiologists disappears at the most advanced level of research.



## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: **Sign Language – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 4, 2003  
Time: 7:00A-8:00A

Description: "Architect Lisa Mahar is the author of *American Signs: For and Meaning on Route 66*. She talks about how the signs started out plain, but became grandiose neon monuments by the 1950's. Mahar says she prefers the class simple ones. Also, Bill Vossler is the author of *Burma-Shave: The Rhymes, The Signs, The Times*. He talks about where the classic rhyming signs came from, and reads several examples.

Issue: **Mountain Splendor – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 11, 2003  
Time: 7:00A-8:00A

Description: Simon Winchester talks about the enormous volcanic eruption of Krakatoa in Indonesia in 1883. The tidal waves killed almost 40,000 people, and the resulting social chaos gave rise to the first incidents of Muslim clerics fomenting violent uprisings against Westerners. Winchester's book is *Krakatoa: The Day The World Exploded – August 27, 1883*. And Tom Hunter sings Harry Truman of Mount St. Helens.

Issue: **Mountain Splendor – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: May 11, 2003  
Time: 7:00A-8:00A

Description: John Taliaferro is the author of *Great White Fathers: The Story of the Obsessive Quest to Create Mt. Rushmore*. Taliaferro tells us about Gutzon Borglum, the artist who designed the statues, and describes the impact of seeing this monument to democracy. Also, Mark Spragg grew up at Holm Lodge, the oldest dude ranch in Wyoming. He talks about growing up on horseback in the American mountain West. Spragg is the author of a memoir, *Where Rivers Change Direction* and a novel, *The Fruit of Stone*.

## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING

Issue: **The American Dream – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Sarah Eltantawi, Communications Director of the Muslim Public Affairs Council in Los Angeles, discusses what life has been like for Arab-Americans since September 11<sup>th</sup>. She says what attracts Arab immigrants is the rule of law in the U.S. and fears that her community is experiencing an erosion of the right to equal protection under the law. Also, historian Jim Cullen talks with Jim Fleming about the various versions of the American Dream: freedom, equality, upward mobility, home ownership and the good life. His book is *The American Dream: A Short Story Of An Idea That Shaped A Nation*.

Issue: **The American Dream – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Jazz musician Ben Sidran talks about the tremendous influence Jewish immigrant composers and songwriters had on American popular music. Sidran singles out the work of Irving Berlin, citing classics like *White Christmas*, *Alexander's Ragtime Band*, and *God Bless America*. He says even with some anti-Semitism, America was vastly better than the world these Jews had left behind.

Issue: **The American Dream – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Mawi Asgedom fled the civil war in Ethiopia and spent part of his childhood in a refugee camp in Sudan. Later, his family was able to immigrate to America. Mawi triumphed, eventually giving the commencement address at his Harvard graduation. But his father had a much harder time adjusting. Mawi tells his story in a book called *Of Beetles & Angels*.

Issue: **Hip Hop – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: May 25, 2003  
Time: 7:00A-8:00A

Description: Is hip hop strictly for the under-30 crowd? Todd Boyd says it's a message of empowerment for Black Americans. He teaches Critical Studies at USC and is the author of *The New HNIC – the Death of Civil Rights and the Reign of Hip Hop*.

Issue: **Hip Hop – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 25, 2003  
Time: 7:00A-8:00A

Description: Who makes hip hop happen? Veronica Rueckert, a classically trained musician, wanted to find out. She took a crash course from DJ Puzzle (Jason Donnelly) and talked to Stephen Weber. He teaches music production at the Berkeley College of Music and he's the author of *Turntable Technique: the Art of the DJ*. Also, Tupac Shakur, the rapper who's called a great poet, political leader and prophet, and whose albums still top the charts years after his death. Craig Werner, Afro-American Studies professor at the UW-Madison talks about why Shakur is revered today. Werner's the author of *A Change is Gonna' Come: Music, Race and the Soul of America*.

## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING (Cont'd)

**Issue: Hip Hop – Segment 3**

**Program: To The Best Of Our Knowledge**

**Date: May 25, 2003**

**Time: 7:00A-8:00A**

**Description:** Russell Simmons has been called the godfather of hip hop. He's the founder of Def Jam Records and has produced acts like Run DMC, the Beastie Boys and Public Enemy. Russell Simmons Def Jam Poetry Jam on Broadway was recently nominated for a Tony. He talks about how he got his start selling street drugs as a teenager.

**Issue: Philosophy from Socrates to Seinfeld – Segment 2**

**Program: To The Best Of Our Knowledge**

**Date: June 1, 2003**

**Time: 7:00A-8:00A**

**Description:** Christopher Phillips is the author of *Socrates Café: A Fresh Taste of Philosophy*. He talks about what happens at Socrates Café, and explains how he reveals the deep philosophical implications of everyday events. He remembers one session at a nursing home where the residents discussed the meaning of "home".

**Issue: Philosophy from Socrates to Seinfeld – Segment 3**

**Program: To The Best Of Our Knowledge**

**Date: June 1, 2003**

**Time: 7:00A-8:00A**

**Description:** Philosopher Susan Brison faced a personal and professional crisis after she was attacked and raped in France. She talks about how traditional philosophy failed to comfort her and how hard it was to have her experience as a woman taken seriously in her field. Brison's book is *Aftermath: Violence and the Remaking of A Self*. Also, philosopher John Searle talks about the most exciting problem in modern philosophy: explaining human consciousness. Searle says the barrier between philosophers and neurobiologists disappears at the most advanced level of research.

**Issue: Songs – Segment 3**

**Program: To The Best Of Our Knowledge**

**Date: June 15, 2003**

**Time: 7:00A-8:00A**

**Description:** Jim Fleming talks with Cecil Brown, author of *Stagolee Shot Billy*. Brown has researched the true story that gave rise to the Stagolee myth, and explains what the song has meant to various groups, especially within the African-American community. And, the tradition lives on in rap. Brown says every rapper is enacting the Stagolee myth.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: **Poetry of War – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: Saadi Simawe spent six years in an Iraqi prison for publishing verse opposed to Saddam Hussein's Bath party. Now he's in exile and teaches at Grinnel College in Iowa. He's the editor of a book called *Iraqi Poetry Today*.

Issue: **Mountain Splendor – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 11, 2003  
Time: 7:00A-8:00A

Description: Simon Winchester talks about the enormous volcanic eruption of Krakatoa in Indonesia in 1883. The tidal waves killed almost 40,000 people, and the resulting social chaos gave rise to the first incidents of Muslim clerics fomenting violent uprisings against Westerners. Winchester's book is *Krakatoa: The Day The World Exploded – August 27, 1883*. And Tom Hunter sings Harry Truman of Mount St. Helens.

Issue: **Boys To Men – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 18, 2003  
Time: 7:00A-8:00A

Description: Film-maker Steve James talks about "Stevie". It's a documentary film that chronicles James' attempt to reconnect with his little brother, Stevie Fielding. Stevie had a horrendous childhood and is now in prison. The conversation is illustrated with numerous clips from the movie. It's a story that will break your heart.

Issue: **Hip Hop – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: May 25, 2003  
Time: 7:00A-8:00A

Description: Russell Simmons has been called the godfather of hip hop. He's the founder of Def Jam Records and has produced acts like Run DMC, the Beastie Boys and Public Enemy. Russell Simmons Def Jam Poetry Jam on Broadway was recently nominated for a Tony. He talks about how he got his start selling street drugs as a teenager.

Issue: **Philosophy from Socrates to Seinfeld – Segment 3**  
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Date: June 1, 2003  
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## ISSUES / PROGRAMS LIST

### CRIME (Cont'd)

Issue: **Revenge – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: June 29, 2003  
Time: 7:00A-8:00A

Description: Laura Blumenfeld's father was a tourist in Jerusalem when he was shot in the head. The shooter was a member of the PLO. He had lousy aim – his victim lived. But Blumenfeld never forgot that day. In fact, she vowed to find the man responsible and take revenge. She kept her word. Her book *Hope* recounts how she went to Jerusalem and sought out the family of the Palestinian man who shot her tourist father. And how she came to forgive the shooter. Also, William Ury directs the negotiation program at Harvard Law School. He tells Jim Fleming that South Africa's Truth and Reconciliation Commission could be a model for the Middle East. He says simply being able to talk about past oppression is a powerful healing tool.

Issue: **Revenge – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: June 29, 2003  
Time: 7:00A-8:00A

Description: Peter French is the author of *The Virtues of Vengeance*. He talks about how the ancient Greeks thought revenge was a good thing and analyzes the vengeance scenario of Clint Eastwood's film *Unforgiven*. Also, Christine Gallagher is the author of *The Woman's Book of Revenge* and founder of [revengelady.com](http://revengelady.com). She tells Steve Paulson that revenge can be a healthier response than stewing over grievances, and shares some of her favorite examples of payback.

## **ISSUES / PROGRAMS LIST**

### **DRUG ABUSE**

**Issue:** Hip Hop – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** May 25, 2003  
**Time:** 7:00A-8:00A

**Description:** Russell Simmons has been called the godfather of hip hop. He's the founder of Def Jam Records and has produced acts like Run DMC, the Beastie Boys and Public Enemy. Russell Simmons Def Jam Poetry Jam on Broadway was recently nominated for a Tony. He talks about how he got his start selling street drugs as a teenager.

## ISSUES / PROGRAMS LIST

### HOUSING

Issue: **The American Dream – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Sarah Eltantawi, Communications Director of the Muslim Public Affairs Council in Los Angeles, discusses what life has been like for Arab-Americans since September 11<sup>th</sup>. She says what attracts Arab immigrants is the rule of law in the U.S. and fears that her community is experiencing an erosion of the right to equal protection under the law. Also, historian Jim Cullen talks with Jim Fleming about the various versions of the American Dream: freedom, equality, upward mobility, home ownership and the good life. His book is *The American Dream: A Short Story Of An Idea That Shaped A Nation*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: **Poetry of War – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: Alice Walker talks about some of the poems in her book *Absolute Trust In The Goodness Of The Earth*, inspired by the events of September 11<sup>th</sup>. And she reads some of those poems. She also reads the text of a children's book she's working on called *Why War Is Never A Good Idea*. Also, Andrew Carroll directs the Legacy Project, which is dedicated to preserving war-time correspondence. He also organized pocket-sized "Armed Services Editions" of several books and distributed them to American troops. Carroll talks about which books he chose and why, and explains the Pentagon's role in the selection process.

Issue: **Poetry of War – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 6, 2003  
Time: 7:00A-8:00A

Description: John Balaban performed alternative service in Vietnam during the war there. While helping children injured in the fighting, he grew to love the traditional sung poetry of rural Vietnam. He made field recordings, which we hear along with Balaban's translations. He's also the editor and translator of a book called *Ca Dao Vietnam: Vietnamese Folk Poetry*. Also, Harvey Shapiro is the editor of a collection called *Poets of World War II*. He was a gunner himself during the war. He reads several poems from his book and talks about the poets' experience.

Issue: **The American Dream – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Jazz musician Ben Sidran talks about the tremendous influence Jewish immigrant composers and songwriters had on American popular music. Sidran singles out the work of Irving Berlin, citing classics like *White Christmas*, Alexander's Ragtime Band, and *God Bless America*. He says even with some anti-Semitism, America was vastly better than the world these Jews had left behind.

Issue: **The American Dream – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: April 13, 2003  
Time: 7:00A-8:00A

Description: Mawi Asgedom fled the civil war in Ethiopia and spent part of his childhood in a refugee camp in Sudan. Later, his family was able to immigrate to America. Mawi triumphed, eventually giving the commencement address at his Harvard graduation. But his father had a much harder time adjusting. Mawi tells his story in a book called *Of Beefles & Angels*.

Issue: **Sign Language – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: May 4, 2003  
Time: 7:00A-8:00A

Description: Susan Burch teaches at Gallaudet University and is the author of *Signs of Resistance: American Deaf Cultural History 1900 – 1942*. She talks about the oralist movement which required the deaf to learn sign language and lip reading. Also, a study was conducted of the Darwin fish emblem some people slap on their cars. He tells us that it seems to have little to do with evolution but represents a rejection of fundamentalist Christianity.



## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** Mountain Splendor – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** May 11, 2003  
**Time:** 7:00A-8:00A

**Description:** John Taliaferro is the author of *Great White Fathers: The Story of the Obsessive Quest to Create Mt. Rushmore*. Taliaferro tells us about Gutzon Borglum, the artist who designed the statues, and describes the impact of seeing this monument to democracy. Also, Mark Spragg grew up at Holm Lodge, the oldest dude ranch in Wyoming. He talks about growing up on horseback in the American mountain West. Spragg is the author of a memoir, *Where Rivers Change Direction* and a novel, *The Fruit of Stone*.

**Issue:** Boys To Men – Segment 1  
**Program:** To The Best Of Our Knowledge  
**Date:** May 18, 2003  
**Time:** 7:00A-8:00A

**Description:** Jon Scieszka is the co-author of contemporary classics for Children such as *The Stinky Cheese Man* and *Other Fairly Stupid Tales*. His latest project is *Guys Read – a literacy project for boys*. Scieszka tells us that boys like to read funny stuff, not the books their female teachers loved as girls. His website is [guysread.com](http://guysread.com). Also, David Benjamin grew up in Tomah, Wisconsin in the 50's. Benjamin talks about those days and how adults left kids pretty much alone, but relied on a network of neighbors to keep tabs on things. Boys grew up playing baseball, and everybody got to play. Benjamin's memoir is called *The Life & Times of the Last Kid Picked*.

**Issue:** Boys To Men – Segment 2  
**Program:** To The Best Of Our Knowledge  
**Date:** May 18, 2003  
**Time:** 7:00A-8:00A

**Description:** Film-maker Steve James talks about "Stevie". It's a documentary film that chronicles James' attempt to reconnect with his little brother, Stevie Fielding. Stevie had a horrendous childhood and is now in prison. The conversation is illustrated with numerous clips from the movie. It's a story that will break your heart.

**Issue:** Boys To Men – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** May 18, 2003  
**Time:** 7:00A-8:00A

**Description:** Rich Cohen is the author of *Lake Effect* – memoir of his adolescence on Chicago's affluent North Shore. Cohen talks about his charismatic friend, Drew, and their forays into a more complex and sophisticated world. Also, Jeffrey Eugenides won the Pulitzer Prize for his novel *Middlesex*. He talks about why he chose to use a hermaphrodite as his narrator, how he finds the voice of a character, and why he resists the notion that our behavior is the result of our genes.

**Issue:** Hip Hop – Segment 1  
**Program:** To The Best Of Our Knowledge  
**Date:** May 25, 2003  
**Time:** 7:00A-8:00A

**Description:** Is hip hop strictly for the under-30 crowd? Todd Boyd says it's a message of empowerment for Black Americans. He teaches Critical Studies at USC and is the author of *The New HN1C – the Death of Civil Rights and the Reign of Hip Hop*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

Issue: **Cuba – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: June 8, 2003  
Time: 7:00A-8:00A

Description: Journalist Ann Louise Bardach is the author of *Cuba Confidential: Love and Vengeance in Miami and Havana*. She talks about the recent arrest in scores of Cuban dissidents, explains how the U.S. embargo helps Castro, and points out the family connections between Fidel Castro and the leaders of the Cuban exile community in Miami. Also, Steve Paulson chats with Jim Fleming about his recent visit to Cuba. Steve was part of a delegation sponsored by the University of Wisconsin-Milwaukee's Institute of World Affairs. The group delivered humanitarian supplies to Milwaukee's sister city in Cuba. Steve describes his visit to Hamel Alley, the center of the Santeria tradition in Cuba, and we hear some on-site actuality.

Issue: **Cuba – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: June 8, 2003  
Time: 7:00A-8:00A

Description: Ry Cooder made history with the record album *Buena Vista Social Club*. He's been back to Cuba several times to make music and has a new album called *Mambo Sinuendo*. It's a collaboration with fellow guitarist Manuel Galban. Cooder talks with about Cuban music and many examples are heard.

Issue: **Cuba – Segment 3**  
Program: To The Best Of Our Knowledge  
Date: June 8, 2003  
Time: 7:00A-8:00A

Description: Carlos Eire has written a memoir about the Cuba he remembers. Castro came to power when Carlos was eight. Eire talks about his childhood in Cuba and after he was air-lifted to the U.S. His memoir is called *Waiting for Snow in Havana*. Also, Steve Paulson talks with Jim Fleming about baseball in Cuba. And we hear parts of Steve's conversation with Raul Galvan, a fellow member of the delegation, who's passionate about Cuban baseball.

Issue: **Songs – Segment 1**  
Program: To The Best Of Our Knowledge  
Date: June 15, 2003  
Time: 7:00A-8:00A

Description: David Cantwell and Brill Friskics-Warren are the co-authors of *Heartaches by the Number: Country Music's 500 Greatest Singles*. They tell Steve Paulson why they chose to focus on single recordings, and defend several of their choices. And, we hear excerpts from several of the singles. Also, Dave Edmunds is a guitarist, singer and producer. He doesn't have a lot of name recognition outside the industry, but has worked with stars from k.d. lang to Paul McCartney. Edmunds talks with Doug Gordon about his career and his music, and we hear lots of examples.

Issue: **Songs – Segment 2**  
Program: To The Best Of Our Knowledge  
Date: June 15, 2003  
Time: 7:00A-8:00A

Description: Lisa Tucker is the author of a novel called *The Song Reader*. She talks about why she thinks the songs that get stuck in our brains reveals a lot about us. She says that song fragments reveal the unconscious, and de-constructs Sarah McLachlan's *Adia*.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY (Cont'd)

**Issue:** Songs – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** June 15, 2003  
**Time:** 7:00A-8:00A

**Description:** Jim Fleming talks with Cecil Brown, author of Stagolee Shot Billy. Brown has researched the true story that gave rise to the Stagolee myth, and explains what the song has meant to various groups, especially within the African-American community. And, the tradition lives on in rap. Brown says every rapper is enacting the Stagolee myth.

**Issue:** Revenge – Segment 1  
**Program:** To The Best Of Our Knowledge  
**Date:** June 29, 2003  
**Time:** 7:00A-8:00A

**Description:** Laura Blumenfeld's father was a tourist in Jerusalem when he was shot in the head. The shooter was a member of the PLO. He had lousy aim – his victim lived. But Blumenfeld never forgot that day. In fact, she vowed to find the man responsible and take revenge. She kept her word. Her book Hope recounts how she went to Jerusalem and sought out the family of the Palestinian man who shot her tourist father. And how she came to forgive the shooter. Also, William Ury directs the negotiation program at Harvard Law School. He tells Jim Fleming that South Africa's Truth and Reconciliation Commission could be a model for the Middle East. He says simply being able to talk about past oppression is a powerful healing tool.

**Issue:** Revenge – Segment 3  
**Program:** To The Best Of Our Knowledge  
**Date:** June 29, 2003  
**Time:** 7:00A-8:00A

**Description:** James Ridge recently performed A Night in November at the Madison Repertoire Theater in Madison, Wisconsin. It's a one-man play by Marie Jones about a Protestant clerk in Northern Ireland who decides to forsake the legacy of prejudice and hate. Ridge performs scenes from the play and talks about the reaction of English and Irish audiences.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ, KRXQ and KDND rotate Public Service Announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>	<b><u>KRXQ</u></b>
<b><u>Del Campo High School</u></b> Del Campo High School is holding their 25 <sup>th</sup> Annual Arts & Crafts Fundraiser on Saturday, April 5 <sup>th</sup> , 9:00am to 3:00pm at Del Campo High School, 4925 Dewey Drive in Fair Oaks. For more information call 916.979.8792 extension 41.	7	4	6	6
<b><u>John F. Kennedy High School</u></b> John F. Kennedy High School invites you to dine at Chevy's Fresh Mex, 1234 Howe Avenue on Sunday, April 27 <sup>th</sup> , between 4:00pm and 8:00pm. Chevy's will donate a portion of their sales during this period to John F. Kennedy High. For more information call 916.433.5203.	6	5	5	5
<b><u>Sacramento City College</u></b> The Sacramento City College Cosmetology Department, at the corner of 12 <sup>th</sup> Avenue and Freeport Boulevard, will offer free haircuts or a manicure with a canned food donation from Tuesday, April 29 <sup>th</sup> through Friday, May 1 <sup>st</sup> . Appointments are needed. Food donations go to Food for Families. For more information call 916.558.2595.	4	3	5	5
<b><u>Ability To Compete Together Games</u></b> The 19 <sup>th</sup> Annual A.C.T. Games will be held on Saturday, May 10 <sup>th</sup> , from 8:00am to 2:00pm on the Olympic Track at California State University, Sacramento, 6000 J Street. The games are open to children ages 3 to 18 with physical disabilities. For more information call 916.825.2759.	3	4	6	5
<b><u>School Activities for Everyone</u></b> The 3 <sup>rd</sup> Annual Viva Las Vegas Night will be held on Saturday, May 17 <sup>th</sup> starting at 7:00pm at Del Paso Country Club, 3333 Marconi Avenue. Proceeds benefit S.A.F.E. – School Activities For Everyone. For more information call 916.447.3191.	3	4	6	4
<b><u>California Youth Connection</u></b> May is Foster Care Month. The California Youth Connection is holding a book drive through May 21 <sup>st</sup> with all books to be donated to group homes and foster care agencies. For more information call 916.227.2150.	3	5	5	4

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Sacramento Valley Optometric Society</u></b> As a part of Vision Awareness Month, the Sacramento Valley Optometric Society is offering free vision screening on Saturday, April 5 <sup>th</sup> from 1:00pm to 4:00pm at the Sacramento Zoo in William Land Park. For more information call 916.264.5888.	6	5	3	6
<b><u>UC Davis Center for Pain Medicine</u></b> Run Against Pain, a benefit to support the UC Davis Center for Pain Medicine, will be held on Saturday, April 26 <sup>th</sup> beginning at 7:00am at the UC Davis Medical Center, 45 <sup>th</sup> & X Streets in Sacramento. Proceeds benefit research for treatment of chronic pain in children and adults. For more information call 916.734.9049.	5	3	4	3
<b><u>American River Conservancy</u></b> The American River Festival 2003, a 22 <sup>nd</sup> Anniversary Celebration, will be held on April 26 <sup>th</sup> & 27 <sup>th</sup> on the south fork of the American River at Chili Bar. Proceeds benefit the American River Conservancy and American Whitewater. For more information call 530.626.6882.	4	6	5	6
<b><u>Placer Care Coalition</u></b> The 3 <sup>rd</sup> Annual Raising Spirits Food & Wine Sampling Event will be held on Sunday, May 4 <sup>th</sup> from 4:00pm to 8:00pm at Sunset Whitney Country Club, 4201 Midas Avenue in Rocklin. Proceeds benefit the Placer Care Coalition. For more information call 916.789.7741.	4	3	5	3
<b><u>California State Parks Foundation</u></b> Volunteers are needed at California State Parks and Community Parks on Saturday, April 12 <sup>th</sup> for the 6 <sup>th</sup> Annual California State Parks Foundation's Earth Day 2003 Restoration and Cleanup. For more information all 415.561.0888 extension 2318.	5	6	6	4
<b><u>Capital Unity Council</u></b> The 4 <sup>th</sup> Annual Run & Walk for Unity will be held on Monday, May 26 <sup>th</sup> in William Land Park. The event celebrates diversity and helps raise funds for community and educational programs at the Capital Unity Council, Congregation B'nai Israel and the Sacramento Japanese American Citizens League. For more information call 916.446.4525.	5	3	7	4
<b><u>Shriner's Hospital</u></b> The 78 <sup>th</sup> Annual Shrine Circus comes to Sacramento's Memorial Auditorium May 9 <sup>th</sup> through ay 11 <sup>th</sup> . Proceeds benefit Ben Ali Shrine whose mission is to ensure a well funded Shriners Hospital for Children right here in Sacramento. For more information call 916.766.2277.	3	4	6	4

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Friends of the Sacramento Public Library</u></b> Friends of the Sacramento Public Library are holding their annual book sale on Monday, May 12 <sup>th</sup> through Sunday, May 18 <sup>th</sup> in the Country Clubhouse at Alhambra Boulevard & F Street. Proceeds benefit local library children's programs. For more information call 916.264.2880.	4	3	6	5
<b><u>Junior League</u></b> The Junior League of Sacramento is hosting their 3 <sup>rd</sup> Annual Designer Showcase House in the Fabulous 40's neighborhood of Sacramento from Saturday, April 26 <sup>th</sup> through Sunday, May 11 <sup>th</sup> . Proceeds benefit local charities supporting women and children. For more information call 916.487.4782.	4	4	5	7
<b><u>Sacramento Mothers of Multiples</u></b> The Sacramento Mothers of Multiples is holding a Children's Clothing and Equipment Sale on Saturday, April 26 <sup>th</sup> , from 9:00am to 1:00pm at American River Church, 3300 Walnut Avenue in Carmichael. For more information call 916.725.TWIN.	4	4	5	4
<b><u>American Red Cross</u></b> The American Red Cross Sacramento Sierra Chapter and California Family Fitness are teaming up to offer CPR Saturday on June 21 <sup>st</sup> beginning at 7:00am at the California Family Fitness Center located at 5839 Dudley Boulevard. Training is free. For information call 916.368.3130.	6	3	5	4
<b><u>Multiple Sclerosis</u></b> Donate your feet to the fight against Multiple Sclerosis. Join the MS Walk on Sunday, April 6 <sup>th</sup> , beginning at 8:00am on the north steps of the State Capitol. For more information call 1.800.FIGHT.MS.	5	5	4	5
<b><u>Research for a Cure</u></b> The Research for Cure Dixon Branch is holding their 3 <sup>rd</sup> Annual Charity Dinner on Saturday, April 26 <sup>th</sup> , beginning at 6:00pm at the McBride Senior Center. Proceeds benefit the Reeve-Irvine Research Center. For more information call 707.678.6160.	5	5	5	6
<b><u>Ronald McDonald Charities</u></b> The Krei Matthews School of Performing Arts will present The Show That Gives – A Celebration of Youth & Performing Arts, on Saturday, April 12 <sup>th</sup> , beginning at 7:00pm at the San Jan High School Auditorium, 7551 Greenback Lane in Citrus Heights. Proceeds benefit Ronald McDonald House Charities. For more information call 916.972.9533.	4	4	6	4

	<u>KSEG</u> 7	<u>KSSJ</u> 5	<u>KDND</u> 5	<u>KRXQ</u> 4
<b><u>Folsom Zoo Sanctuary</u></b> The 10 <sup>th</sup> Annual Growl, Howl & Whine event will take place on Friday, May 15 <sup>th</sup> , from 6:00pm to 10:00pm at the Folsom Community Center, 52 Natoma Street. Proceeds benefit the Folsom Zoo Sanctuary. For more information call 916.351.3527.				
<b><u>Save the Manatee</u></b> This Easter, why not make room for a manatee in your child's Easter basket? Proceeds from Save the Manatee Club go toward conservation efforts to protect endangered Manatees and their habitat. For more information call 1.800.432.JOIN.	6	3	7	4
<b><u>Auburn Community Cancer Endowment</u></b> Join over 30 professional athletes at Jim Otto's Swing at Cancer Celebrity Golf Classic on Monday, June 23 <sup>rd</sup> , beginning at 8:00am at the Auburn Valley Country Club. Proceeds benefit the Auburn Community Cancer Endowment. For more information call 530.269.2775.	5	7	5	6
<b><u>Senior Gleaners</u></b> The Senior Gleaners invites you to their Grand Opening Celebration on Sunday, June 29 <sup>th</sup> , from 2:00pm to 6:00pm at 1951 Bell Avenue in Sacramento. Senior Gleaners is the 7 <sup>th</sup> largest food bank in the nation, processing 25 million pounds of food annually. For more information call 916.925.3240.	6	4	5	5
<b><u>Placer SPCA</u></b> The 14 <sup>th</sup> Annual BBQ & Blues will be held on Saturday, July 19 <sup>th</sup> , from 1:00pm to 9:00pm at the Gold Country Fairgrounds in Auburn. Proceeds benefit the Placer SPCA. For more information all 916.782.7722.	3	4	6	4
<b><u>UC Davis Children's Hospital</u></b> The 10 <sup>th</sup> Annual Golf Fore Kids Tournament will be held on Monday, July 21 <sup>st</sup> , beginning at 10:00am at Rancho Murieta Country Club. Proceeds benefit the UC Davis Children's Hospital "CAARE" Diagnostic & Treatment Center. For more information call 916.734.9040.	5	4	4	6
<b><u>California State Capitol Museum</u></b> The California State Capitol Museum Volunteer Association invites you to step back in time to the 1906 San Francisco Earthquake on Living History Day, Saturday, April 26 <sup>th</sup> from 10:30am to 3:00pm at the California State Capitol. Free guided tours every 15 minutes. For more information call 916.324.0333.	6	5	4	5

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Rio Americano High School</u></b> The Rio Americano High School PTS is hosting Twenty: A Celebration of Love, Music and Fashion, a fundraiser on Friday, May 2 <sup>nd</sup> beginning at 7:00pm in the Rio Americano High School Gym. For more information call 916.481.9998.	5	6	5	4
<b><u>Orangevale Open School PTA</u></b> The Orangevale Open School PTA is hosting a Renaissance Faire & Silent Auction fundraiser on Saturday, May 3 <sup>rd</sup> , from 12:00pm to 4:00pm at 6550 Filbert in Orangevale. Proceeds benefit the school's arts and literature programs. For more information call 916.342.4511.	4	5	4	6
<b><u>Family Community Church</u></b> The Family Community Church is holding their 8 <sup>th</sup> Annual Community Clean-Up on Friday and Saturday, May 16 <sup>th</sup> & 17 <sup>th</sup> , at 6331 Watt Avenue in North Highlands. For more information call 916.334.9210.	4	4	4	4
<b><u>Designated Drivers Association</u></b> Join the Designated Drivers Association for the 1 <sup>st</sup> Annual Cruise for the Cause fundraiser on Saturday, May 17 <sup>th</sup> . Register to be a driver at <a href="http://designateddrivers.net">designateddrivers.net</a> . Remember, the life you save may be someone you love. For more information call 916.335.5555.	6	3	6	4
<b><u>American Cancer Society</u></b> Baron's Ball – On Safari will be held on Saturday, June 8 <sup>th</sup> , at the Sheraton Grand Hotel in Downtown Sacramento. Proceeds benefit the American Cancer Society. For more information call 916.446.7933.	5	6	6	3
<b><u>The Maidu Interpretive Center &amp; Historical Site</u></b> The Maidu Interpretive Center & Historical Site in Roseville invites the community to Yomen, a California Indian Leafing Out of Spring on Sunday, April 27 <sup>th</sup> from 10:00am to 3:00pm. This free event features Indian arts and crafts, dancers and children's activities. For more information call 916.772.4242.	4	5	5	7
<b><u>The Cordova Care's Children's Council</u></b> The Cordova Care's Children's Council is hosting Kids Day in the Park on Saturday, May 3 <sup>rd</sup> from 11:00am to 3:00pm at White Rock Park, 10488 White Rock Road. For more information call 916.362.4552.	3	6	4	4



	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Sacramento SPCA Pet Adopt-A-Thon</u></b> A Pet Adopt-A-Thon will be held on Saturday and Sunday, May 3 <sup>rd</sup> and 4 <sup>th</sup> from 11:00am to 4:00pm at Petco, 879 East Bidwell Street in Folsom. For more information call 916.786.8655.	6	6	4	3
<b><u>North Area Teen Center</u></b> The 23 <sup>rd</sup> Annual Fair Oaks Fiesta Sun Run will take place on Sunday, May 4 <sup>th</sup> with registration beginning at 7:00am at the Fair Oaks Community Clubhouse, 7997 California Avenue in the Old Fair Oaks Village. Proceeds benefit the North Area Teen Center. For more information call 916.492.8966.	5	4	6	4
<b><u>Elk Grove Rotary Club Scholarships</u></b> The Rotary Club of Elk Grove is holding their Monster Garage Sales and Wine & Cheese Festival! The Garage Sales will be held on Saturday, May 10 <sup>th</sup> at 8:00am to 2:00pm in the JVC Warehouse, 3443 Laguna Boulevard in Elk Grove. The preview night Wine & Cheese fest is Friday, May 9 <sup>th</sup> from 6:00pm to 9:00pm. Proceeds benefit the Elk Grove Rotary Club's Youth Mentor Scholarships. For more information call 916.686.8877.	6	4	7	5
<b><u>California Caregiver's Resource Center</u></b> The AARP and California's Caregiver Resource Centers are sponsoring Caring Counts, a first of its kind conference on May 12 <sup>th</sup> & 13 <sup>th</sup> at the Sheraton Grand Hotel in Sacramento. For more information call 415.434.3388 extension 312.	7	6	6	4
<b><u>Options for Fathers</u></b> Options for Fathers is hosting NBA Live 2003, a 1 day, single elimination Electronics Basketball Tournament on the Playstation 2 system on Saturday, May 17 <sup>th</sup> beginning at 9:00am at Cool Pools and Hot Tubs, 3438 Watt Avenue. Proceeds will be used to offset administrative costs associated with assisting non-custodial parents with meeting the needs of their children. For more information call 916.974.7414.	6	4	5	7
<b><u>Scleroderma Foundation</u></b> The Scleroderma Foundation of Northern California is holding their first annual two-mile nationwide Walk-A-Thon on Sunday, June 1 <sup>st</sup> beginning at 9:00am on the west steps of the State Capitol. For more information call 916.485.2600.	6	5	5	7

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Greater Natomas Lions Club</u></b> The Greater Natomas Lions Club is holding a Pancake Breakfast on Sunday, June 1 <sup>st</sup> from 8:00am to 11:00am at the Stanford Settlement Senior Center, 450 West El Camino Avenue in Sacramento. Proceeds benefit the Stanford Settlement's Summer Day Camp program. For more information call 916.927.1303.	5	6	6	4
<b><u>United Way</u></b> The 79 <sup>th</sup> Annual United Way Dinner & Awards Ceremony will be held on Thursday, June 5 <sup>th</sup> beginning at 7:00pm at the Sheraton Grand Sacramento, 13 <sup>th</sup> & J Streets. For more information call 916.925.5080.	3	6	6	6
<b><u>Rancho Cordova Chamber of Commerce</u></b> The Rancho Cordova Chamber of Commerce will host their annual Swing Into Cityhood golf tournament on Friday, June 6 <sup>th</sup> at Mather Field Golf Course. Proceeds help further Rancho Cordova businesses and community development activities. For more information call 916.967.1676.	3	3	4	4
<b><u>California Department of Parks &amp; Recreation</u></b> The California Department of Parks & Recreation is hosting an Honored Elders Day and Health Fair on Friday, June 6 <sup>th</sup> at the State Indian Museum, 2618 K Street in Sacramento. For more information call 916.324.0971.	6	5	5	4
<b><u>PAWS</u></b> The Performing Animal Welfare Society is holding an Open House on Saturday, May 10 <sup>th</sup> , from 12:00pm to 2:00pm at 11435 Simmerhorn Road in Galt. Celebrate an early Mother's Day with the animals. For more information call 209.745.2606.	4	4	5	3
<b><u>Sacramento Works Career Fair</u></b> The Sacramento Works Career Center and the Galt Rotary Club are holding their 4 <sup>th</sup> Annual Teen & Adult Job Fair on Thursday, May 22 <sup>nd</sup> , from 12:00pm to 6:00pm at Valley Oak Grange Hall, 546 5 <sup>th</sup> Street in Galt. For more information call 916.263.1001.	3	5	5	5
<b><u>Ladies of Ben Ali Shrine</u></b> The Ladies of Ben Ali Shrine will be holding a parking lot sale on Saturday and Sunday, May 24 <sup>th</sup> & 25 <sup>th</sup> , at 3262 Marysville Boulevard. Proceeds benefit improvements to the Ben Ali Shrine Center's aging building. For more information call 916.689.7728.	4	3	5	4

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>National Senior Health &amp; Fitness Day</u></b> The 2003 National Senior Health & Fitness Day will be held on Wednesday, May 28 <sup>th</sup> , beginning at 9:00am at the Roseville Health & Wellness Center, 1650 Lead Hill Road. For more information call 916.677.1200.	4	3	4	7
<b><u>Women's Health Specialists</u></b> Women's Health Specialists offer breast cancer screening and information. These services are free of charge for women who qualify. For more information call 916.451.0621.	3	4	6	5
<b><u>Muscular Dystrophy Association</u></b> The Annual Ralphs Capitol Classic Golf Tournament will be held on Monday, May 12 <sup>th</sup> , beginning at 9:00am at Rancho Murieta Country Club. Proceeds benefit the local chapter of the Muscular Dystrophy Association. For more information call 916.921.9518.	6	5	3	2
<b><u>Sacramento County Mental Health Board</u></b> The Sacramento County Mental Health Board is sponsoring Mental Health Day on Saturday, May 24 <sup>th</sup> from 11:00am until 3:00pm at Ethel Hart Senior Center, 915 27 <sup>th</sup> Street. For more information call 916.264.5462.	5	4	3	2
<b><u>Northern California Treatment Services</u></b> The Northern California Treatment Services offers clean and sober living for the men and women of the Yuba-Sutter area. For more information call 916.263.1001.	2	3	4	5
<b><u>Citrus Heights Police Department</u></b> The Citrus Heights Police Department's Public Safety Fair will be held on Saturday, May 31 <sup>st</sup> , from 10:00am until 2:00pm at Sunrise Mall. For more information call 916.727.4780.	3	4	5	2
<b><u>National Council on Alcoholism</u></b> About 1 in 10 Americans are alcoholics. The National Council on Alcoholism and Drug Dependence wants you to know that millions of alcoholics have stopped drinking and you can too. For more information call 1.800.NCA.CALL.	2	6	6	2
<b><u>Agape Villages Foster Family Agency</u></b> The Agape Villages Foster Family Agency is currently looking for potential foster parents to place hurting children in this community. A free orientation will be held on Saturday, June 14 <sup>th</sup> . For more information call 916.485.9181.	6	2	2	6

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>Congregation Beth Shalom</u></b> The Congregation Beth Shalom invites you to their 26 <sup>th</sup> Annual Jewish Food & Craft Faire 2003 on Sunday, June 22 <sup>nd</sup> from 8:00am to 4:00pm at 4746 El Camino Avenue in Carmichael. For more information call 916.486.8209.	4	4	3	3
<b><u>Crop Walk Against Hunger</u></b> The Annual Sacramento Crop Walk Against Hunger is set for Sunday, September 28 <sup>th</sup> , starting on the west steps of the State Capitol. There will be a kick-off rally on Sunday, August 10 <sup>th</sup> . For more information call 916.686.1600.	3	3	4	4
<b><u>Sacramento Zoo</u></b> The King of Feasts Food & Wine Tasting event takes place on Saturday, June 21 <sup>st</sup> from 5:30pm to 8:30pm amid the zoological gardens of the Sacramento Zoo. Proceeds benefit zoo improvements, education programs and wildlife conservation. For more information call 916.264.7446.	4	2	4	2
<b><u>Cure for Breast Cancer</u></b> The Sacramento Capitals are hosting the inaugural Runway to the Court sportswear show featuring Andre Agassi on Thursday, July 24 <sup>th</sup> , from 5:00pm to 7:00pm at the Sunrise Mall in Sunrise Marketplace. Proceeds benefit Cure Breast Cancer. For more information call 916.437.3737.	5	5	5	5
<b><u>Firefighter's Burn Institute</u></b> The 2004 "Feel the Heat" Firefighter Calendar Competition will be held on Thursday, June 5 <sup>th</sup> , beginning at 5:30pm at the Radisson Hotel in Sacramento. Proceeds benefit the Firefighter's Burn Institute. For more information call 916.739.8525.	2	2	3	3
<b><u>Sacramento Food Bank</u></b> The 2003 Ride Against Hunger will be held on Saturday, June 7 <sup>th</sup> , beginning at 8:00am at Raley Field. Proceeds will benefit the Sacramento Food Bank. For more information call 916.447.7415.	3	3	3	2
<b><u>Sutter Cancer Center</u></b> The 8 <sup>th</sup> Annual Mikuni Summer Golf Classic will be held on Saturday, June 7 <sup>th</sup> , beginning at 11:00am at Turkey Creek Golf Course in Lincoln. Proceeds benefit the Sutter Cancer Center's Breast Cancer Navigator Program. For more information call 916.641.4434.	3	3	2	2

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
<b><u>UC Davis MIND Institute</u></b>	4	2	4	5
The UC David M.I.N.D. Institute will hold a community forum on Thursday, June 12 <sup>th</sup> , at 7:00pm in the ballroom at Courtyard by Marriott Sacramento Midtown, 4422 Y Street. For more information call 916.734.7467.				
<b><u>Sacramento County Therapeutic Recreation</u></b>	4	4	5	4
The world's oldest triathlon, the 30 <sup>th</sup> Annual Eppie's Great Race, takes place on Saturday, July 19 <sup>th</sup> , beginning at 8:00am. Proceeds benefit the Sacramento County Therapeutic Recreation Services. For more information visit <a href="http://www.thegreatrace.com">www.thegreatrace.com</a> .				
<b><u>WEAVE</u></b>	2	3	4	3
The 4 <sup>th</sup> Annual Blues in the Park will be held on Saturday, July 12 <sup>th</sup> , from 12:00pm until 9:00pm at Fair Oaks Park (corner of Madison Avenue and Fair Oaks Boulevard). Proceeds benefit WEAVE (Women Escaping A Violent Environment). For more information call 916.996.1036.				
<b><u>Creek Week</u></b>	5	5	4	3
Volunteers are needed for a creek clean-up during Creek Week 2003 which takes place April 4 <sup>th</sup> through April 13 <sup>th</sup> at various locations throughout Roseville, Sacramento, Citrus Heights, Elk Grove and Folsom. For more information call 916.653.5760.				

#### **SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT**

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from the American Red Cross, Justice for Janitors, the NAACP, the non-profit Resource Center, California State University Sacramento, Regional Transit, Adult Abuse Prevention Program, California Salmon, Sierra College Homeland Security, Stanford Home, Department of Health Services, and the Propane Safety Council.

#### **NEWS REPORTS**

Entercom stations air newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports include national and local news. The content of the news stories range from major national headline issues to those that directly and specifically affect the greater Sacramento area including the following: Education, Economy, Government, Health, Environmental/Energy/Transportation, Crime, Drug Abuse, Minorities/Women/Aging, and Youth/Family. On an average each newscast is made up of six stories for a total of over 2,300 topics per quarter.